

A communication system to which a method for charging a user based on the fact that the user got advertisement information from a base station and dropped in at a shop associated with the advertisement information can be applied and a method for calculating an advertisement fee. A server system has a communication section transmitting and receiving data via a network, a storage section storing advertisement information, a storage section storing information relating to a base station therein, and a storage section storing information about an advertiser as customer information. The system transmits advertisement information requested by an advertiser to distribute it to a base station specified by the advertiser and calculates an advertisement fee charged to the advertiser based on a customer history received from an exclusive device installed at the shop associated with the advertisement.